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MEDIA RELEASE

The Rock Building Society Limited upgrades insurance management system with BrokerCENTRAL™

27 September, 2007

BETTER customer relationship management, more flexible business operations; and improved efficiencies are among the benefits tipped to emerge from The Rock Building Society Limited's decision to upgrade its insurance management system.

The Rock Building Society recently selected BrokerCENTRAL™ to replace the current system, which was developed in-house, following an in-depth evaluation of insurance management systems available on the Australian market.

The Rock Building Society, which is Central Queensland-based but has a presence across the country thanks to strong mortgage broker relationships, was founded in 1967 and is listed on the Australian Stock Exchange.

The Rock also boasts a growing insurance division, RockSure, the size of which was recently doubled thanks to the acquisition of another CQ business, Russell Wells Insurance Broker.

The Rock IT Executive Len Sanders said the move to replace the business' insurance management system was prompted by the current system's limited capabilities and on-going high internal support cost.

"There was no question about the need to source a replacement given the current system is barely supporting the business today, let alone future growth," Mr Sanders said.

"BrokerCENTRAL will support this growth by ensuring improved functionality; greater speed to market for products and services; and lead to improved customer relationship management.

"It will also serve as an important risk management tool, enabling us to improve both our compliance and customer support levels."

Mr Sanders added the new system also stood to offer significant cost benefits, stemming from lower operational costs as well as more flexible and automated business processes.

“It comes down to enabling more efficient and effective processes.”

Mr Sanders said The Rock had selected BrokerCENTRAL following extensive examination of the system’s capabilities, both from a business and technical perspective. This included speaking with clients using the software.

“In the end the BrokerCENTRAL™ solution was a clear winner, ” Mr Sanders said. “While they are a relative newcomer to the industry they provide value-added intellectual property; subject matter experts; and are involved in customer-driven product development.”

An extensive operations site review was conducted by InsuranceCONNECT as part of the exercise to ensure smooth transition to the new system. A complete costing and project plan including migration, configuration and training was then presented to the team at The Rock.

RockSure Insurance Brokering Services Operations Manager Kathryn Austin said the business was particularly impressed by the professional manner and individualised approach taken by the InsuranceCONNECT team.

“It wasn’t a one size fits all approach - they really wanted to learn about our business,” she said.

Meanwhile, InsuranceCONNECT Chief Executive Officer, Andrew Bennett, said: “Aside from the leading capabilities of our systems, we understand the importance of providing proactive, timely and friendly support.

“It’s not about selling the software and moving on; we look for long term partnerships with our clients. We are thrilled to have been selected by The Rock to implement what is now a very mature product in BrokerCENTRAL™, and we look forward to a long successful relationship.”

BrokerCENTRAL™ is a flexible insurance business management system for the retail and commercial broker. Built with the latest internet technologies it features full lifecycle management, including document and workflow management capabilities without the need for add-ons. BrokerCENTRAL™ is 100% Australian Product with 100% Australian Support.

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